



# ST. ALOYSIUS COLLEGE(AUTONOMOUS), JABALPUR

Reaccredited 'A+' Grade by NAAC(CGPA:3.68/4.00)

College with Potential for Excellence by UGC

DST-FIST Supported & STAR College Scheme by DBT

## Faculty of Management

**Bachelor of Business Administration (B.B.A)**

**B.B.A. I Semester**

**Group - Marketing**

**Subject- Business Statistics**

**Paper-Major**

### Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	To provide basic knowledge of statistics .	A
CO 2	To develop the ability to analyze and interpret data to provide meaningful information to assist in making management decisions.	A,S
CO 3	To describe data and make evidence based decisions using inferential statistics that are based on well reasoned statistical arguments.	U

### Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
<b>Theory</b>	6	40	60	<b>100</b>

### Evaluation Scheme

	Marks	
	Internal	External
<b>Theory</b>	3 Internal Exams of 20 Marks (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)





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## Content of the Course

### Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 60

Units	Topics	No. of Lectures
I	Meaning and Definition of Statistics, Steps in Statistical Investigations, Laws of Statistics, Scope of Statistics in Management and Industry, Limitations of Statistics	10
II	Methods of Collection of Data- Primary and Secondary, Presentation of Data - Bar Diagram, Pie Chart and Histogram , Frequency Distribution- Inclusive and Exclusive series	10
III	Measures of Central Tendencies: Mean, Median, Mode, Geometric Mean and Harmonic Mean	10
IV	Measures of Variation: Standard Deviation & Mean Deviation and Skewness - Karl Pearson's Coefficient, Time Series Analysis -introduction to additive and multiplicative model	10
V	Correlation & Regression Analysis - Karl Pearson's Coefficient of Correlation, Spearman's Rank correlation (without ties), Regression - Lines of Regression, Index Numbers- Laspeyre's, Paasche's, Fisher's method	10

### REFERENCE

- Fundamental of Statistics S.C.Gupta ,Himalaya Publications
- Basic Business Statistics: Concepts and Applications, Bereson and Levine, Pearson Education
- Business Statistics, N.D.Vohra, TATA Megraw Hill
- D.N.Elhance : Fundamental of Statistics , Kitab Mahal ,Allahabad
- Gupta S P : Business Statistics ,Sultan Chand and Sons ,New Delhi
- Statistical Analysis, DrP.C.Tulsian ,Sultan Chand Publications ,Delhi
- Business Statistics, Dr S M Shukla and Sahani, Sathiya Bhawan Publications, Agra
- Business Statistics, R.S.Bharadwaj ,Excel Books
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## Faculty of Management

**Bachelor of Business Administration (B.B.A)**

**B.B.A. I Semester**

**Group - Marketing**

**Subject- Communication Skills**

**Paper-Minor**

### Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	To recall the types, channels & elements of communication and use them in managing organizational effectiveness.	A
CO 2	To learn and practise verbal and non- verbal communication	A,S
CO 3	To equip themselves to the knowledge of business correspondence and use it in their work.	U
CO 4	To engage effectively in discussions & interviews and conferences.	K
CO 5	To recall and write reports effectively and other business documents.	U, A

### Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
<b>Theory</b>	6	40	60	<b>100</b>

### Evaluation Scheme

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<b>Theory</b>	3 Internal Exams of 20 Marks (During the Semester) (Best 2 will be taken)	1 External Exams (At the End of Semester)





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### Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 60

Units	Topics	No. of Lectures
I	Historical Background of Communication, Definition and Process of Communication. Essential of effective communication, Barriers to communication, Role of communication in Organizational Effectiveness.	10
II	Public Speech- Composition, Principles, Speech Delivering skills. Group Discussion: Do's & Don'ts, Communication in Committees, Seminars, Conferences, Symposia and Press Conference.	10
III	Non- Verbal Communication - Meaning, Types and Importance. Listening, Difference between Listening & Hearing.	10
IV	Business Correspondence, Essentials of effective Business Correspondence, Structure of Business Letter, Types of Business Letter- Enquiry, Reply, Orders, Complaints, Circular Letter. Principles of clear business writing.	10
V	Drafting of Notices, Agenda, Minutes, Job Application, Letters, Preparation of Curriculum Vitae.	10

## References

### REFERENCE BOOKS :

- Business Communication Concepts & Skills, T.N Chhabra, Sun India Publishers.
- Business Communication by Shashi K Gupta.
- Business Communication, R K Madhukar, Vikas publication.
- Business Communication, K. K. Ramchandran, Himalaya Publishing House.
- Business Communication, Dr. S. M Shukla, Sahitya Bhawan Publication



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## Faculty of Management

**Bachelor of Business Administration (B.B.A)**

**B.B.A. II Semester**

**Group - Marketing**

**Subject- Micro Economics**

**Paper-Major**

### Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Students will understand the importance of basic principles of micro economics.	A
CO 2	Students will be able to understand the basics of demand-supply rules and elasticity. They will also learn how to implement it.	A,S
CO 3	Utility, utility analysis and market surplus, students will be able to understand.	U
CO 4	Students will be able to understand production principles, classify costs and incomes.	K
CO 5	Students will be able to understand the comparison of different market systems.	U, A

### Credit and Marking Scheme

	Credits	Marks		Total Marks
		Internal	External	
<b>Theory</b>	6	40	60	<b>100</b>

### Evaluation Scheme

	Marks	
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### Theory

No. of Lectures (in hours per week): 3 Hrs. per week

Total No. of Lectures: 60 Hrs.

Maximum Marks: 60

Units	Topics	No. of Lectures
I	Introduction to Economics, Definitions of economics, Nature and Scope of Economics, Significance and Evolution of Micro Economics, Functions of Managerial Economics.	10
II	Concept of Law of Demand, Law of Supply, Concept of Market Equilibrium, Elasticity of Demand, Demand Determinants.	10
III	Utility Analysis, Marginal Concept of Utility, Law of Diminishing Marginal utility, Indifference Curve Analysis: Assumptions, Properties of Indifference curve, Theories of Consumer Surplus	10
IV	Elements of Cost, Factors of Production, Average Cost, Marginal Cost, Total Cost, Modern Theory of Rent, Modern Theory of Interest, Modern Theories of Profit, Modern Theory of Wage. Types of Market Structure, Perfect v/s Imperfect Market	10
V	National Income: Estimates and Analysis (GNP, NNP, GDP, HDI), Methods of Measurement of National Income, Trade Cycles.	10

## References

### REFERENCE BOOKS :

- Maddala & Miller, Microeconomics Theory and Applications, 13th Reprint 2017
- Sinha V. C., Principles of Economics, Sahitya Bhawan Publication, Agra
- Adhikary, M., Business Economics, Excel Books, New Delhi.
- Chopra, N.P, Managerial Economics, New Delhi, TMH, 1985.
- Koutsoyiannis, A., Modern Micro Economics, Mac Milian, New York
- Jhingan, M. L. Micro Economics
- Dr. J C Pant & Dr. J P Mishra, Micro Economics, Sahitya Bhawan Publication.



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## Faculty of Management

Bachelor of Business Administration (B.B.A)

B.B.A. II Semester

Group - Marketing

Subject- Business Management

Paper-Minor

### Course Outcomes

CO. No.	Course Outcomes	Cognitive Level
CO 1	Student will be able assess the global context for planning, coordinating and monitoring managerial behaviour.	A
CO 2	Through various planning and decision making techniques, students can learn about how businesses ensure to remain in a competitive market.	A,S
CO 3	Students will understand various forms of organizational structure and their importance.	U
CO 4	Students can learn about various strategies used by businesses to maintain and improve employee efficiency	K
CO 5	Student will be able to understand how organisations use different leadership styles to stay competitive.	U, A

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Total No. of Lectures: 60 Hrs.

Maximum Marks: 60

Units	Topics	No. of Lectures
I	Management in Indian Culture and Tradition, Definition and Meaning of Management, Functions and Responsibilities of Management, Role of manager, Principles of Management, Schools and thoughts of Management.	10
II	Planning: Process, types and Significance Vs. Forecasting Objective, Strategies & Policies, MBO. Decision Making: Process & Significance, Planning for Start-ups.	10
III	Organization: Nature & Process of Organization, Importance and Process of Organization, Departmentalization, Organizational Structures: types and relevance, Line and Staff relationship.	10
IV	Authority- Delegation, Decentralization- Difference between Authority & Power- Responsibility, Recruitment- Sources, Selection, Training, Direction- Nature and Purpose.	10
V	Leadership: Meaning, Importance, Types of Leadership, Leadership styles, Motivation : Types and significance, Maslow's Need Hierarchy, Theory X & Y of Motivation. An overview of Strategic Management, SWOT Analysis, Strategic Analysis, Alternative -Choice and Evaluation. Future Management- Challenges and Skills.	10

### REFERENCE

- Knootz D and Welhrich : Management, International Student Edition , Tokyo 1980.
- R.D Agarwal: Organisation & Management McGraw hill, New Dehli 1982.
- Newman & Warran: The Process of Management: Concepts, Behaviour & Practices, PHI.
- S.M. Shukla: Principles Of Management, Sahitya Bhawan Agra U.P (Latest Edition)



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